WHAT IS CLAIMED IS:

1. A method for positioning of a user on the mobile Internet, comprising the steps of:

receiving a request to position the user using a location based service;

accessing a location privacy proxy to determine if the location based service may position the user; and

positioning the user based on the determination made by the location privacy proxy.

2. The method of Claim 1, wherein the request is received from a mobile portal.

3. The method of Claim 1, wherein the request is received from a WAP gateway.

4 The method of Claim 1, wherein the request is received from a positioning server.

5. The method of Claim 1, wherein the step of accessing further comprises the steps of:

determining if the location based service has previously positioned the user;

if the location based service has not previously positioned the user, determining if the user manually authorizes positioning by the location based service; and

storing an indication of whether the location based service is authorized to position the user.

6. The method of Claim 1, wherein the step of accessing further comprises the steps of:

determining if the location based service has previously positioned the user;

if the location based service has previously positioned the user, accessing a user profile to determine if the user may be positioned if the user manually authorizes the positioning.

7. The method of Claim 1, further including the steps of:

generating a unique ID within the location privacy proxy for a request from an untrusted application; and

associating the unique ID with the MSISDN of the user being positioned.

8. The method of Claim 7, wherein the step of positioning further comprises the steps of attaching the unique ID of the user to a positioning request prior to positioning the user.

9. A method for controlling positioning of a user on the mobile Internet, comprising the steps of:

receiving a request to position the user using a location based service;

determining if the location based service has previously positioned the user using a location privacy proxy;

if the location based service has previously positioned the user, accessing a user profile to determine if the user may be positioned;

if the location based service has not previously positioned the user,

determining if the user manually authorizes positioning by the location based service;

storing an indication of whether the location based service is authorized to position the user; and

positioning the user based on the determination made by at least one of the location privacy proxy or manual authorization by the user.

10. The method of Claim 9, wherein the request is received from a mobile portal.

11. The method of Claim 9, wherein the request is received from a WAP gateway.

12. The method of Claim 9, wherein the request is received from a positioning server.

13. The method of Claim 9, further including the steps of:

generating a unique ID within the location privacy proxy for a request from an untrusted application; and

associating the unique ID with the MSISDN of the user making the request.

14. The method of Claim 13, wherein the step of positioning further comprises the steps of:

attaching the unique ID of the user to a positioning request prior to positioning the user.

15. A method for controlling positioning of a user on the mobile Internet, comprising the steps of:

receiving a request to position the user using a location based service;

accessing a location privacy proxy to determine if the location based service may position the user;

associating the unique ID with the MSISDN of the user making the request;

generating a unique ID within the location privacy proxy for a request from an untrusted application;

attaching the unique ID of the user to a positioning request prior to positioning the user; and

positioning the user based on the determination made by the location privacy proxy.

16. The method of Claim 15, wherein the request is received from a mobile portal.

17. The method of Claim 15, wherein the request is received from a WAP gateway.

18. The method of Claim 15, wherein the request is received from a positioning server.

19. The method of Claim 15, wherein the step of accessing further comprises the steps of:

determining if the location based service has previously positioned the user;

if the location based service has not previously positioned the user, determining if the user manually authorizes positioning by the location based service; and

storing an indication of whether the location based service is authorized to position the user.

20. The method of Claim 15, wherein the step of accessing further comprises the steps of:

determining if the location based service has previously positioned the user;

if the location based service has not previously positioned the user, accessing a user profile to determine if the user may be positioned.

21. A location privacy proxy, comprising:

a first interface for receiving positioning requests for a user;

a second interface for accessing location based services;

a third interface for accessing a positioning server; and

control logic configured to:

receive a request to position the user using a location based service;

determine if the application may position the user; and

position the user based on the determination made by the location privacy proxy using the positioning server.

22. The location privacy policy of Claim 21, wherein the control logic is further configured to:

determine if the location based service has previously positioned the user;

if the location based service has not previously positioned the user, determine if the user authorizes positioning by the location based service; and

store an indication of whether the location based service is authorized to position the user.

23. The location privacy policy of Claim 21, wherein the control logic is further configured to:

determine if the location based service has previously positioned the user;

if the location based service has not previously positioned the user, access a user profile to determine if the user may be positioned.

24. The location privacy policy of Claim 21, wherein the control logic is further configured to:

generate a unique ID within the location privacy proxy for a request from an untrusted application; and

associate the unique ID with the MSISDN of the user making the request.

25. The location privacy policy of Claim 24, wherein the control logic is further configured to:

attach the unique ID of the user to a positioning request prior to positioning the user.

26. A location privacy proxy, comprising:

a first means for receiving positioning requests for a user;

a second means for accessing location based services;

a third means for accessing a positioning server; and

control means for receiving a request to position the user using a location based service; accessing a location privacy proxy to determine if the location based service may position the user; and positioning the user based on the determination made by the location privacy proxy using the positioning server.